



2 CORRIDOR ASSESSMENT

Historic Content

Wisconsin Avenue is one of the city's oldest transportation routes, with origins as an Indian trail and a mid-18th century agrarian and tobacco rolling road, leading from the port at Georgetown into farmland on its way north and west. Like most roads of its day, it followed a meandering course along the natural topography. The route was improved in 1755 as the first military road in colonial America. By 1780, River Road was cut through to the Great Falls of the Potomac, and by 1790 Tenleytown began to emerge on the high ground where the roads diverged. This village was the first substantial settlement in the area that is now known as Ward 3.

The early roads served an area that was largely rural

throughout the 19th century, with small farm estates and a scattering of country houses. After 1827, the present alignment of Wisconsin Avenue was cut through as a turnpike, bypassing the old route that remains as the present Belt Road. By the time of the Civil War, other country lanes like Grant Road were pressed into service as military roads connecting the capital's ring of protective forts - including Fort Reno on the city's highest point. Long after the war, however, Tenleytown remained a sleepy backwater, home to about a thousand predominantly lower, middle and working class people, including a significant number of African-Americans in the Reno settlement at the base of the old fort.

The 20th century gradually drew Tenleytown into the city suburbs. Streetcars arrived in 1890. In the official Highway Plan of 1893, an imaginary network

of streets was laid out on the landscape, promoting the subdivision of tracts of farmland into suburban communities of country cottages. The building of the Tenleytown Firehouse in 1900 brought a municipal service essential for suburban growth. Subdivisions like Armesleigh Park, American University Park and North Cleveland Park gradually filled with houses, and were fully built up by the end of the 1930s.

Most of the churches, schools and other facilities serving these neighborhoods were located along Wisconsin Avenue, interspersed with small shops and a handful of apartment buildings. Large-scale commercial buildings did not arrive until about 1940, but after the war, small office buildings began to line the corridor, as the suburbs grew outward.

Today, Upper Wisconsin Avenue is a busy corridor that serves several neighborhoods and many consumers,

employees and residents. The corridor remains an important entrance route into the city from Maryland. In current times, travel into the city is in the form of cars, buses and rail. The corridor includes two MetroRail stations - Friendship Heights and Tenleytown. The roadway has been widened and now includes four travel lanes in addition to two parking lanes. Commercial activity remains on the corridor but is somewhat haphazard and has taken on suburban attributes in some places. The corridor is flanked by stable, desirable low-density neighborhoods. These neighborhoods are a solid foundation for the corridor; however, the diverse housing options envisioned by the Comprehensive Plan have never materialized, leaving a void in the desired land use pattern for the corridor.

Demographics

Washington, D.C. has been losing population since the mid-1900s, most dramatically from 1970 to 1980. That decline has been slowing in recent years, with only a six percent loss from 1990 to 2000. While the population in Ward 3 and the UWACS planning area has been more stable and in recent years has seen an increase. The number of households in the ward has been increasing since 1960, but the household size has been getting smaller. A comparison of racial breakdown shows that since 1970, roughly two thirds of the District population has been black while Ward 3 has remained predominately white. Finally, looking at the journey to work data for the 2000 Census, it shows that just over 50 percent of the people in the ward and the UWACS planning area drive to work and over 30 percent use public transportation.

Land Use and Zoning

Comprehensive Plan

The Home Rule Act of 1973 requires the District government to develop a Comprehensive Plan, which is a long-range (20 years) general policy document that provides overall guidance for future planning and development of the city. The first Comprehensive Plan was adopted in 1985. The plan is updated periodically, most recently in 1999. The Office of Planning is currently revising the District Elements of the Comprehensive Plan. Small area plans, like the UWACS Strategic Framework Plan, that are approved by the District Council become supplement to the Comprehensive Plan.

Housing Opportunity Areas

The Comprehensive Plan and Generalized Land Use Policies Map define Friendship Heights and Tenleytown as Housing Opportunity Areas - sites where significant housing development can appropriately occur and where multi-unit housing development near MetroRail stations is encouraged. There is also extensive discussion in the Comprehensive Plan regarding the need for more diversity in the housing stock in Ward 3, especially for the elderly and for fixed-, low-, and moderate-income households.

Population

	1960	1970	1980	1990	2000
District	763,956	756,510	637,651	606,900	572,059
Ward 3	78,430	79,027	76,220	69,996	73,581
UWACS	22,114	20,138	17,815	19,095	18,811

Number of Households

	1960	1970	1980	1990	2000
District	252,066	262,538	253,143	249,634	248,338
Ward 3	32,882	35,067	36,514	37,633	39,876
UWACS	9,060	8,208	8,028	9,043	9,250

Race

	1960			1970			1980			1990			2000		
	White	Black	Other	White	Black	Other	White	Black	Other	White	Black	Other	White	Black	Other
District	345,263	411,737	6,956	209,272	537,712	9,526	171,768	448,906	17,659	179,667	399,604	27,629	176,101	343,312	52,646
Percent	45.2%	54.8%	0.9%	27.7%	71.1%	1.3%	26.9%	70.3%	2.8%	29.6%	65.8%	4.5%	30.8%	60.0%	9.2%
Ward 3	76,346	1,061	1,113	75,112	2,026	1,882	69,620	3,225	3,375	67,256	3,914	4,594	64,337	4,106	7,865
Percent	97.2%	1.4%	1.4%	95.1%	2.6%	2.4%	91.3%	4.2%	4.4%	88.8%	5.2%	6.1%	84.3%	5.4%	10.3%
UWACS	21,927	161	296	18,986	482	665	16,242	741	832	16,947	978	1,170	15,902	947	1,928
Percent	98.0%	0.7%	1.3%	94.3%	2.4%	3.3%	91.2%	4.2%	4.7%	88.8%	5.1%	6.1%	84.7%	5.0%	10.3%

Census 2000 Journey to Work

	Automobile			Public Transportation							Motorcycle	Bicycle	Walk	Other	Work at Home
	Total	Drive Alone	Carpool	Total	Bus	Subway	Other	Railroad	Taxi	Ferry					
District	128,775	100,168	28,607	86,493	38,163	45,412	299	577	2,033	9	202	3,035	30,785	1,664	9,930
Percent	49.4%	77.8%	22.2%	33.1%	44.1%	52.5%	.3%	.7%	2.4%	.0%	.1%	1.2%	11.8%	.6%	3.8%
Ward 3	26,876	22,327	4,549	15,304	4,065	10,875	46	51	267	0	50	577	2,932	277	3,649
Percent	54.1%	83.1%	16.9%	30.8%	26.6%	71.1%	0.3%	0.3%	1.7%	0.0%	0.1%	1.2%	5.9%	.6%	7.3%
UWACS	6,040	5,012	1,028	4,178	607	3,461	22	7	81	0	24	102	615	77	827
Percent	50.9%	83.0%	17.0%	35.2%	14.5%	82.8%	0.5%	0.2%	1.9%	0.0%	0.2%	0.9%	5.2%	.6%	7.0%

Data Source: U.S. Census Bureau
Notes: Ward 3 data includes census tracts 3 - 14.
UWACS data includes census tracts 10 - 12.

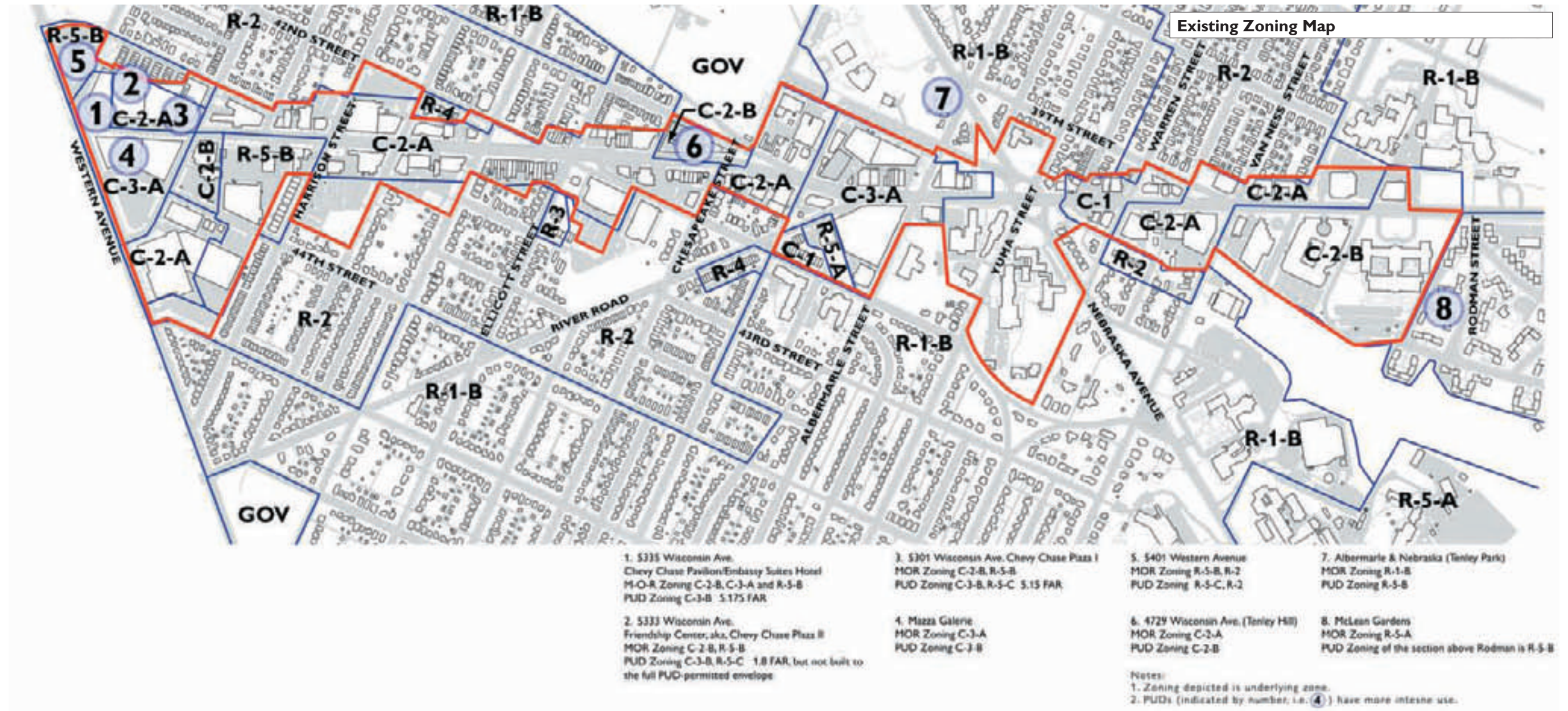
According to the Comprehensive Plan, the greatest housing density should be concentrated near transit stations and shopping. Housing developments are to be given zoning preference and additional flexibility over commercial developments near MetroRail stations. The Comprehensive Plan states that consideration should also be given to treating low, moderate or fixed-income households as a public benefit in the planned unit development (PUD) process and that additional density may be allowed for including this type of housing. Housing Opportunity Areas are intended to

encourage interest in and direct development to those areas targeted for additional housing by providing additional flexibility and greater density.

The Comprehensive Plan does not define the exact boundaries of the Housing Opportunity Areas. Thus, Wisconsin Avenue as well as the surrounding neighborhoods could fall within the Housing Opportunity Area. The absence of a clear boundary places many stable neighborhoods in a vulnerable position. It is essential to steer housing development into clearly defined Housing Opportunity Areas

and away from areas where existing neighborhoods should be preserved. Few development sites exist to accommodate the type and scale of housing envisioned in the Comprehensive Plan. Therefore, the Housing Opportunity Areas should be more clearly defined and areas where growth should be restricted need to also be defined.





Commercial Centers

The Comprehensive Plan and Generalized Land Use Policies Map define the commercial centers along Wisconsin Avenue as follows: Friendship Heights as a “regional center”; Tenleytown as a “multi-neighborhood center”; and the Middle Wisconsin and South of Tenleytown sub-areas as “local neighborhood centers”. A “regional center” contains a significant number of stores and restaurants whose market includes a large geographic area, beyond that of the city. A “multi-

neighborhood center” usually contains a large grocery store or supermarket and other stores offering a great variety of goods and services. A “local neighborhood center” is dependent on customers who live or work within walking distance. These centers are likely to have a small food store or drug store. Usually, there is little or no office space or parking. The Ward 3 Plan of the Comprehensive Plan states the five major themes for the Ward as:

- Protecting the Ward's residential neighborhoods;
- Controlling redevelopment;
- Preserving and promoting cultural and natural amenities;
- Preserving the historic character of the ward; and
- Sharing the burden of citywide issues.

Zoning

The Zoning Regulations of the District of Columbia control land use, density, height and bulk characteristics of property in the city. The District of Columbia Zoning Map identifies the designated zoning for all parcels of land in the city. All construction or rehabilitation on private land must conform to the requirements imposed by the Zoning Regulations and Zoning Map adopted by the DC Zoning Commission or seek relief before the appropriate bodies. Zoning Regulations also must be consistent with the Comprehensive Plan.

Matter-of-Right

A matter-of-right development is one which complies with current stated standards of the Zoning Regulations. The District's Department of Consumer and Regulatory Affairs (DCRA) manages the permit process for matter-of-right uses. This process does not provide for public input with regard to either design or use.

Planned Unit Development (PUD)

A planned unit development (PUD) is a planning tool intended to achieve developments and public benefits that are superior to those that would result from “matter-of-right” projects. A PUD involves extensive review by public bodies and neighborhood residents. The Zoning Commission may only approve a PUD if it finds that the project will not cause adverse impacts on the neighboring area due to traffic, noise, etc., and will provide public benefits and amenities that are greater than the flexibility (generally increased density) requested. District agencies such as the Department of Transportation, Department of Health, Police, Fire and Emergency Medical Services and other agencies such as the D.C. Public Schools and WASA review each application and indicate whether it will cause any problems.

Through the PUD process, a developer may be permitted greater flexibility in matters such as site plan, building height or density in return for providing qualities or benefits such as superior architecture, more rational and environmentally sound land use, improved public space or facilities, contributions to neighborhood-serving institutions or the provision of affordable housing. Although PUDs allow for greater flexibility, they are not permitted to circumvent the intent and purposes of the Zoning Regulations, nor may they be inconsistent with the Comprehensive Plan. When a project is designated a PUD, the Zoning Commission usually mandates development standards and other requirements tailored to the specific project. If a PUD includes a zoning change, that zoning change applies only to the approved project. If the project is not built, or is someday demolished, the zoning reverts to what it was before the project was approved.

The zoning along Wisconsin Avenue is predominantly commercial. There is a mix of C-3-A and C-2-B zones at the MetroRail stations and the Fannie Mae site (including several approved planned unit developments (PUDs) with predominately C-2-A for the remainder of the corridor. There are also two large areas zoned residential: an R-5-B property at the MetroBus garage site and an R-1-B zone near Tenley Circle where several churches and the American University Campus are located. Institutional uses such as private schools and universities are permitted only by special exception. The accompanying map indicates specifically what zone applies to each of the properties on the corridor and shows the boundaries of the zones. The accompanying tables summarize the zoning regulations that currently control development along the corridor.

Commercial Zones

Zone	Purpose	Permitted FAR	Permitted FAR with a PUD	Maximum Height	Maximum Height with a PUD
C-1	Neighborhood Shopping	1.0	1.0	40'	40'
C-2-A	Community Business Center	2.5	3.0	50'	65'
C-2-B	Community Business Center	3.5	6.0	65'	90'
C-3-A	Major Bus. and Emp. Center	4.0	4.5	65'	90'

Residential Zones

Zone	Purpose	Permitted FAR	Permitted FAR with a PUD	Maximum Height	Maximum Height with a PUD
R-1-B	single family	n/a	0.4	40'	40'
R-2	single & semi-detached	n/a	0.4	40'	40'
R-3	row houses & single family	n/a	0.6	40'	40'
R-4	row houses and row conversions	n/a	1.0	40'	60'
R-5-A	low density apartments	0.9	1.0	40'	60'
R-5-B	moderate density apartments	1.8	3.0	50'	60'

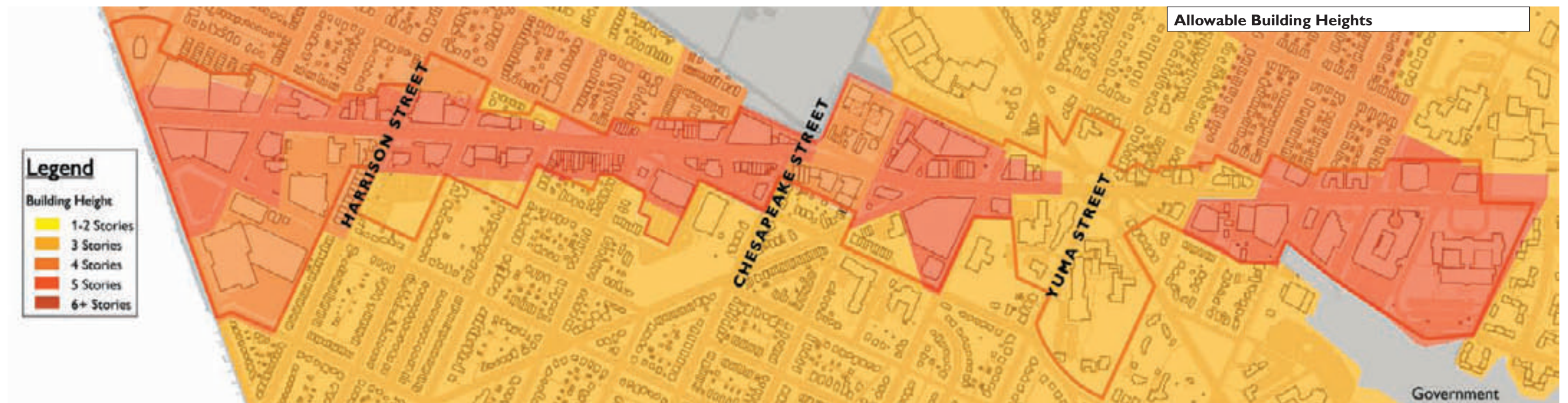
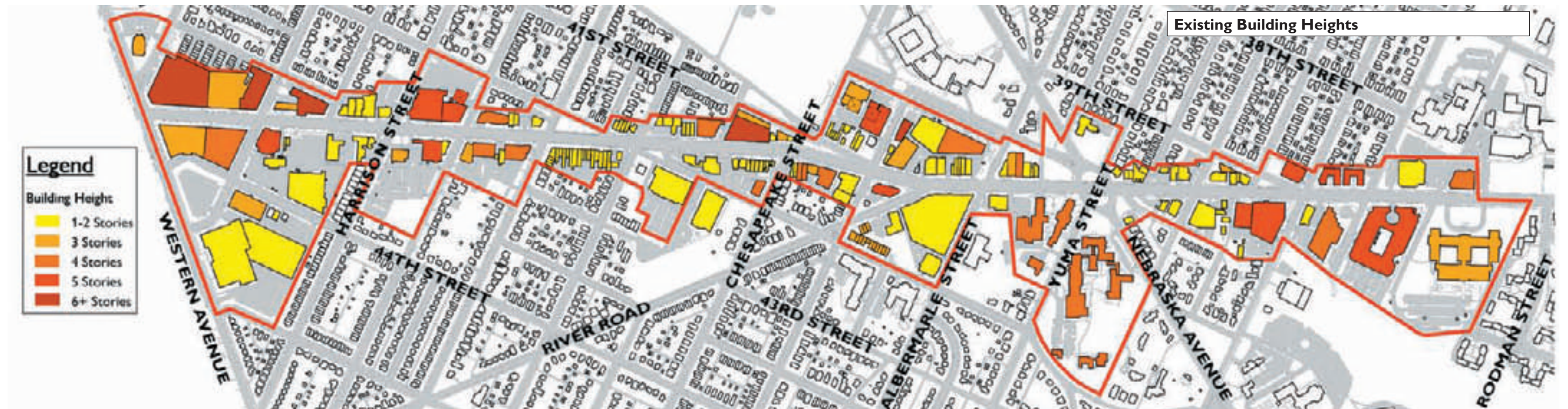
FAR refers to floor area ratio and is a measure of density. It is expressed as a ratio of total floor area in all above grade floors of a building to the land area of the lot that the building is situated upon. For example, an FAR of 1.0 could be a one-story building covering 100 percent of the lot, a two-story building covering 50 percent of the lot, a four-story building covering 25 percent of the lot, etc.

The general land use pattern established by the existing zoning is typical for urban arterial corridors in the District. There is commercial and higher density residential fronting on the corridor and low density residential in the surrounding neighborhoods. However, zoning does not ensure a particular urban form. For instance, there is no requirement for a consistent building line. In addition, the heights and density patterns permitted under current zoning do not fully support the principle of transit-oriented development - that of concentrating more intense development and mixed-use solutions at the transit stations - nor does current zoning ensure the preservation of the low-density portions of the corridor; i.e., Middle Wisconsin.

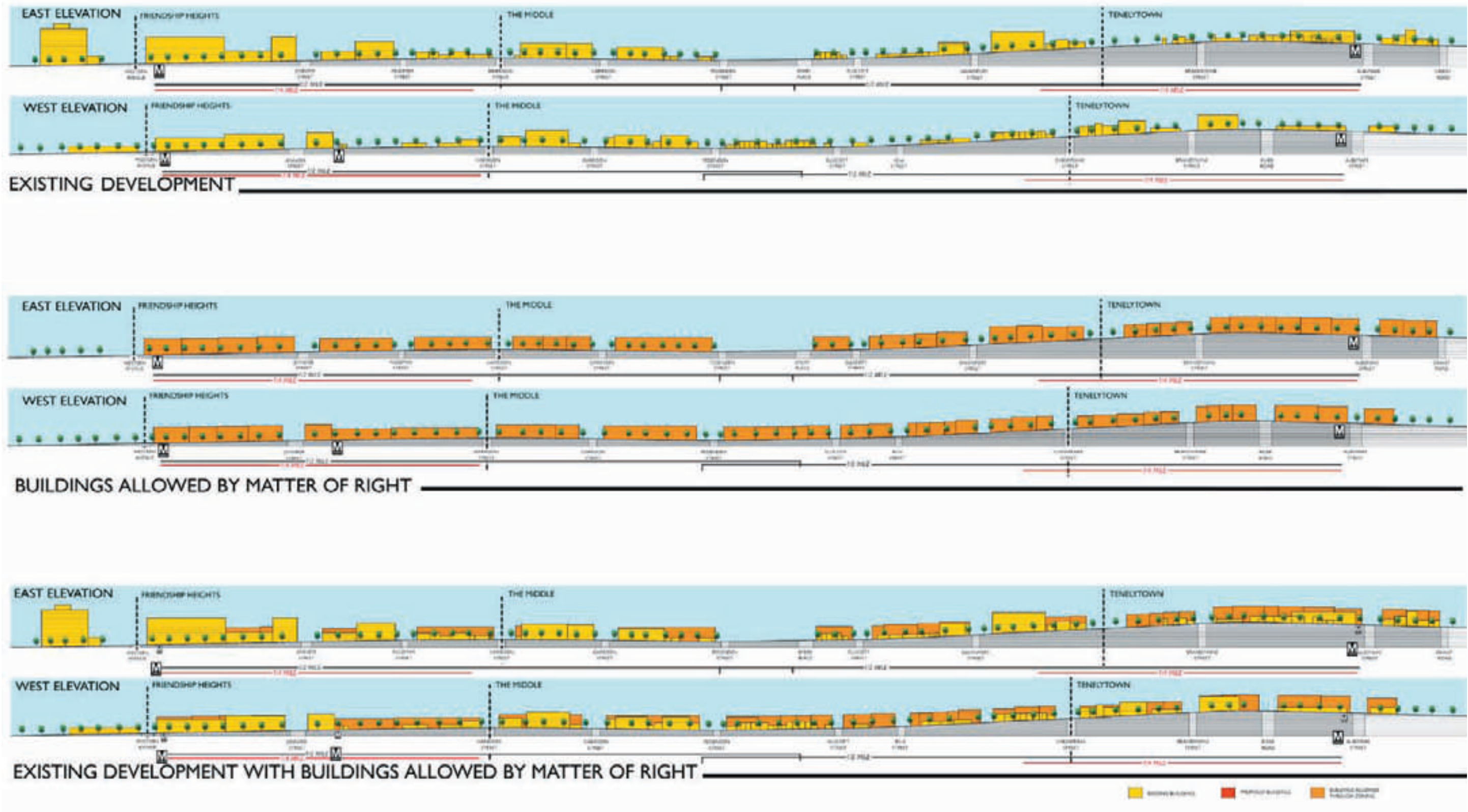
Major rezoning was last considered along the corridor in 1986-88 when the Zoning Commission received a petition from the Wisconsin Avenue Corridor Committee to re-zone the corridor from Rodman Street to Chesapeake Street. At that time, much of the corridor was zoned C-3-A. The petition argued that C-3-A was inappropriate because it was not in compliance with the Comprehensive Plan; adjacent residential neighborhoods should be preserved; and that excessive traffic congestion existed. The Zoning Commission found that C-3-A was not inconsistent with the Comprehensive Plan at the Tenleytown MetroRail station but did modify the zoning categories in other portions of the area.

Existing Building Heights

Building heights along the corridor vary from one to nine stories. Under existing zoning designations, buildings in some locations could be built to a maximum of 90 feet. Due to the topography, which varies throughout the corridor, certain building heights may appear taller due to the change in elevation. The accompanying diagrams show heights of the existing buildings along the Corridor and allowable building heights under matter-of-right zoning. The other diagrams compare existing development with buildings allowed by matter-of-right zoning.



Comparison of Existing & Allowable Building Heights





Topography and Land Forms

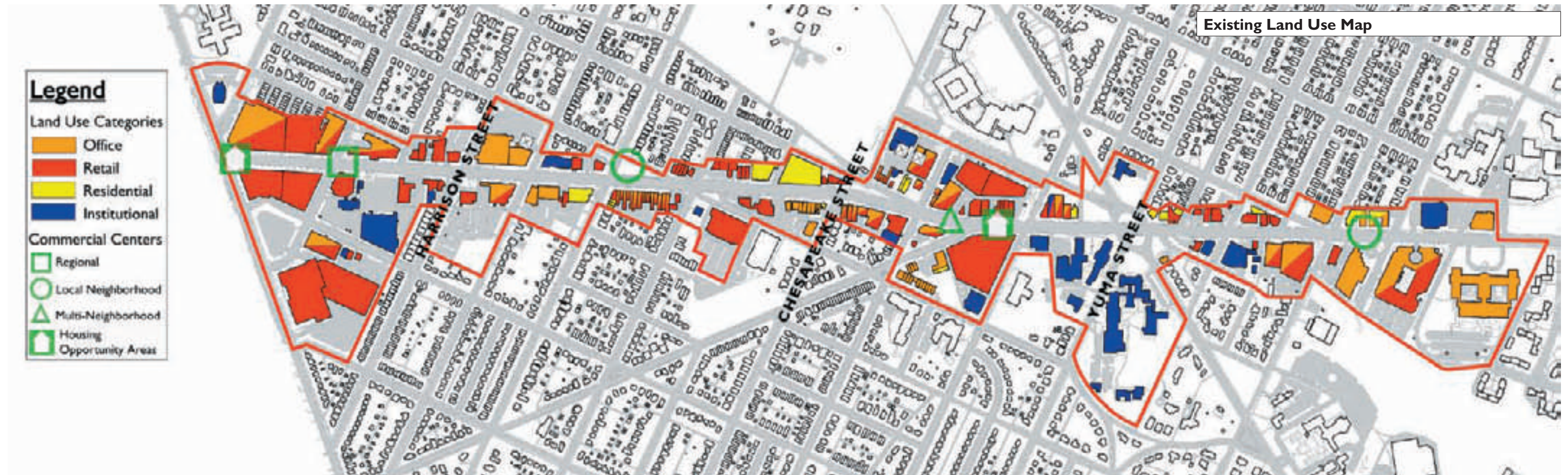
The topography along the corridor was analyzed and is depicted on the two above diagrams. In the first, the Elevation Analysis illustrates ranges of land within varying elevations above sea level and graphically represents the general land form within the study area. The second diagram, the Slope Analysis, evaluates the percentage of slope as it changes throughout the area. These variations have had a striking impact on how the urban form developed over time, particularly in Tenleytown, which has one of the highest elevations in the city.

For instance, the location for Fort Reno was chosen because of the views it affords to Maryland and Virginia; it had a strategic importance to the defense of the Capital during the Civil War. Today, Tenleytown's best-known landmarks are the towers - also constructed at this location because of the high elevation. The towers' presence has a somewhat negative impact on the character of the neighborhood, and Tenleytown struggles to be known as something other than "the place where the towers are located." In understanding the effects of the land form on the corridor, the Plan also evaluates the steepness of slopes - percentage of

slope. As expected, the severity of slopes illustrated by the accompanying diagram indicates dramatic slopes between the Tenleytown and Middle Wisconsin sub-areas.

In general, there is a gentle rise as you travel north up Wisconsin Avenue. Just past Tenleytown the grade drops dramatically, with a slope of three percent (3%) to eight percent (8%) and there is a corresponding change in the character of the neighborhood. The sloped area signifies an edge or boundary to the Tenleytown retail concentration and in this steeper

area, retail is more sporadic. In this portion of the corridor, the architecture is forced to deal with the slope and the retail does not always meet the street. A continuous retail frontage is difficult to attain on this hilly terrain, as is seen at the top of the hill in Tenleytown and at the bottom of the hill near Fessenden.



Land Use Characteristics by Sub-Areas

The following section describes the characteristics for each of the sub-areas along Wisconsin Avenue: Friendship Heights, Middle Wisconsin, Tenleytown and South of Tenleytown. The accompanying map depicts the current land use pattern.

Friendship Heights

The Friendship Heights sub-area, from Western Avenue to Harrison Street, is primarily a commercial area with major shopping venues such as Mazza Galleria and the Chevy Chase Pavilion. These are the two largest retail venues in the neighborhood. Each has a variety of national retailers and restaurants. Other retail establishments in the sub-area are located along Wisconsin Avenue in adjacent buildings on Jenifer Street and Western Avenue. In addition, the Friendship Heights sub-area has major office uses, a hotel and a movie theater. The Friendship Heights

MetroRail Station has entrances at Western Avenue and just south of Jenifer Street. The Friendship Heights sub-area is zoned primarily C-2-A, C-2-B and C-3-A, which permits general commercial uses (including retail, office and services), although there is a portion along Wisconsin Avenue that is zoned R-5-B. Building heights in the area range from one to nine stories. Friendship Heights is designated as a “regional center” on the District’s Generalized Land Use Policies Map which designates an intensity of use second only to Downtown.

Middle Wisconsin

The Middle Wisconsin sub-area, from Harrison Street to Chesapeake Street, is predominantly retail with some residential uses. Retail uses include a mix of national and local retailers with very few vacant stores. The retailers serve primarily the local neighborhood market with services, shops, restaurants, a gas station and grocery store, though some, such as the Diving

Center, clearly draw from a larger market. Other commercial uses include a small amount of office space, Marten’s Volvo auto dealership and several radio towers. Residential uses have recently been added to the corridor with the construction of Tenley Hill, a seven-story condominium building.

The sub-area is zoned primarily C-2-A which allows commercial, office and residential uses. The building heights in the area range from one to seven stories. Public spaces include several small triangular shaped parks and Fort Reno Park, which is adjacent to the area. This sub-area is designated as a “local neighborhood center” on the District’s Generalized Land Use Policies Map.

Tenleytown

The Tenleytown sub-area, from Chesapeake Street to Yuma Street, is dominated by an unusual mix of stores. The area has a long history as a neighborhood

retail center and there has been a strong desire expressed by the neighborhood for revitalization. The neighborhood retail uses are currently anchored by a Whole Foods grocery store, a CVS drug store, Hollywood Video, Hudson Trail Outfitters and several restaurants and other service retailers, including a mattress store. National chain stores Best Buy and the Container Store have recently opened at the MetroRail Station. Retail uses are complemented with a small amount of office uses - primarily the American University office building and office townhouses on River Road and 42nd Street, along with smaller office buildings on Chesapeake and Davenport, and a larger office building at the intersection of River Road and Wisconsin. A four-story, 200-unit condominium building is currently under construction on top of the former Sears/Hechinger’s building. This sub-area is also home to several radio towers. Finally, public uses have long been important to the character of Tenleytown. The Tenley-Friendship Branch Library is



located here. The library has been strongly supported by the community and is slated for replacement in the near future. Immediately off the corridor are Janney Elementary School and Wilson Senior High School. These schools are an important part of Tenleytown’s identity and function. The Tenleytown sub-area is indicated on the Generalized Land Use Policies Map as a “multi-neighborhood center.”

South of Tenleytown

The South of Tenleytown sub-area, from Yuma Street to Rodman Street, has a pattern that differs from the other portions of the corridor. The land uses in South of Tenleytown consist primarily of office and institutional functions. Tenley Circle is filled with institutions that include St. Ann’s Church, Bon Secours/Opus Dei, Wisconsin Avenue Baptist Church and the American University-Tenley Campus. Moving south on the corridor, the predominant land use is office, and includes the Fannie Mae Headquarters, which

occupies approximately one million square feet in five buildings (four on Wisconsin Avenue and one on Connecticut Avenue). In addition, there are several other office buildings fronting on the corridor as well as the U.S. Post Office. There are two types of retail: support retail on the ground floor of several of the buildings such as banks and carry-out restaurants that serve office functions; and suburban-style retail such as a McDonalds, Chipotle, Hour Eyes, a 7-11 and a mini-mart, all of which are vehicular-oriented establishments that serve commuters as well as the neighborhood residents. The one exception to this retail pattern is the movie theater located at 4000 Wisconsin Avenue that draws patrons from a larger area. This sub-area has a “local neighborhood center” designation on the Generalized Land Use Policies Map.

Transportation

Public Transportation

The Wisconsin Avenue corridor is served by two Red Line MetroRail stations - Friendship Heights and Tenleytown. Wisconsin Avenue is also served by extensive MetroBus service. The accompanying diagram illustrates walking distances from each of the stations as well as the location of the MetroBus stops. The lighter color on the diagram represents a quarter mile or five-minute walking radius from a MetroRail station entrance. The five-minute radius covers much of the corridor and into the neighborhoods, providing excellent pedestrian connections. The darker color on the diagram represents a half-mile or ten-minute walking radius from the stations. The ten-minute walking distance is typically considered a reasonable and easy walking distance to mass transit such as MetroRail. The diagram indicates that the majority of the corridor is covered within the ten-minute

walking distance, as well as much of the surrounding neighborhoods.

The Friendship Heights MetroRail station is located below Wisconsin Avenue, with station entrances at Western Avenue and just south of Jenifer Street. The Western Avenue entrance has several access points, with direct access to some of the shopping venues and uses both elevators and escalators. The Jenifer Street entrance is located on the west side of the street, adjacent to the WMATA bus garage site, and is accessed only through elevators. The station is surrounded by a mixture of commercial uses, including office and a variety of retail. There is a single-family neighborhood nearby. There are several vacant or underdeveloped sites near the Friendship Heights station, such as the parking lot behind Mazza Galleria, the WMATA bus garage site, the Buick site, as well as several smaller parcels.



The Tenleytown MetroRail station is located at the intersection of Wisconsin Avenue and Albemarle Street. Access is provided by an escalator and elevator on the east side of the street and by an escalator on the west side of the street. The east entrance includes an open-air escalator surrounded by a small paved area with a walkway to Fort Drive where several bus stops are located. The western escalator access is incorporated into the edge of the existing Sears/Hechinger's building. The area surrounding the station is primarily retail in character with a Whole Foods grocery, Hollywood Video, CVS drug store, Best Buy, Container Store, and several small stores, restaurants and services. Multi-family residential units are under construction at the former Sears/Hechinger's site to supplement the single-family residential which can be found in the surrounding neighborhoods. There are several vacant or underdeveloped sites located within walking distance of the Tenleytown MetroRail station including the Marten's Volvo site, the lot adjacent to

the Metro and several lots near Brandywine Street. In addition, Wilson Senior High School, Janney Elementary School and the Tenley Library are located nearby.

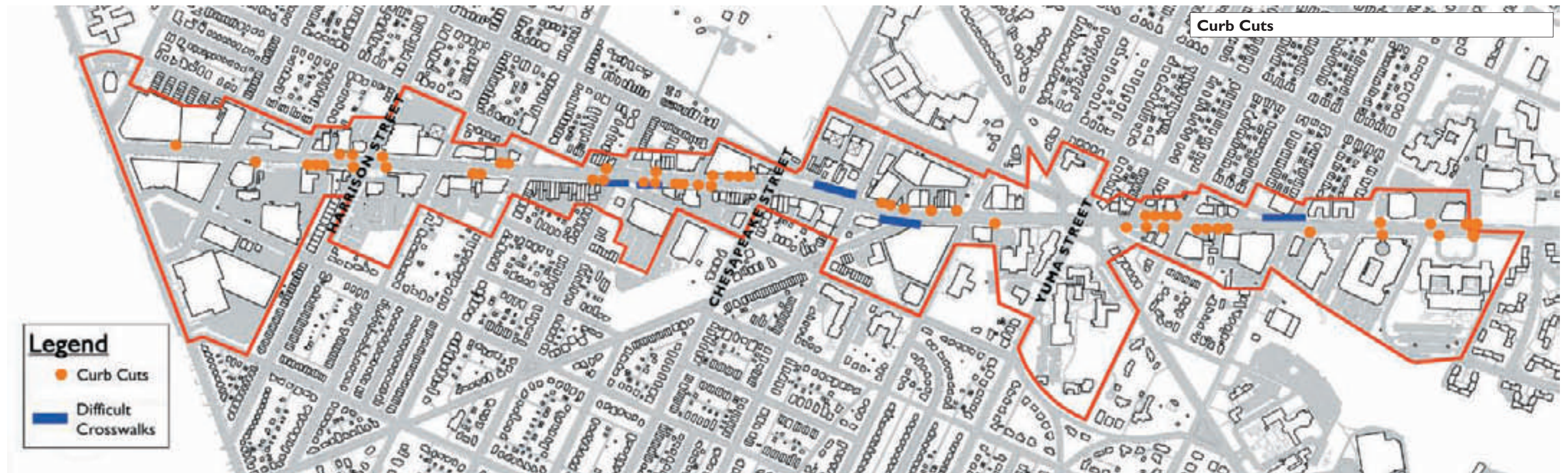
The Wisconsin Avenue Corridor is well served by a number of MetroBus lines, which have many stops on or just off Wisconsin Avenue. The MetroBus lines include the Crosstown Line (H3, 4), Massachusetts Avenue Line (N2), Nebraska Avenue Line (M4), Pennsylvania Avenue Line (30, 32, 34, 35, 36) and the Van Ness-Wesley Heights Loop Line (N8). WMATA's western bus garage is located in Friendship Heights between Wisconsin Avenue and 44th Street and Jenifer and Harrison Streets. The western bus garage houses about 130 buses of which 110-120 are on the streets at rush hour and provide an important service to all of NW. The site stores these buses and conducts routine maintenance. The site also includes a fuel/wash facility. WMATA considers this site to be the ideal location for this transit service, but notes that the facilities are old and obsolescent.

Traffic

Historically, Wisconsin Avenue has been a primary access route into and out of the District and remains so today. The street has four travel lanes, plus two parking lanes for off-peak hour parking. Upper Wisconsin Avenue has a road width of 60 feet and right-of-way (ROW) of 120 feet (ROW includes curbs/gutters, tree lane and sidewalks). Connecticut Avenue, by comparison, has a road width of 60 feet and ROW of 130 feet.

The District Department of Transportation (DDOT) recently completed a transportation study of the most heavily trafficked portion of the corridor - the Friendship Heights area. The Executive Summary of the Friendship Heights Transportation Study can be found in Appendix B. The DDOT study found that in Friendship Heights, traffic generally operates at acceptable levels along Wisconsin Avenue for most intersections, with some notable exceptions during

the peak hours. The Study indicates that additional intersections will deteriorate if no improvements are made. The Study does make several recommendations to improve the flow of traffic on Wisconsin and Western Avenues, including signal and signage improvements, intersection improvements, rush hour parking restriction enforcement, turn lanes and bus bays. Some cut-through problems were noted that negatively affect the surrounding neighborhoods. The Friendship Heights Transportation Study indicates that additional development can be accommodated with modest roadway and intersection improvements and that traffic impacts improve with better utilization of public transportation.



Parking

There is on-street parking on the majority of the corridor, during the non-rush hour periods, which is beneficial to the local retailers. In addition, there is parking with restrictions permitted on surrounding neighborhood streets. The DDOT study analyzed the parking problems in the Friendship Heights area. As expected, the study found that the streets closest to Wisconsin Avenue are used by shoppers and commuters (cars parked for more than the prescribed two-hour limit without a permit).

Off-street parking alternatives are provided on many parts of the corridor, primarily in below grade parking structures beneath office and retail buildings. Land values appear to support underground parking since its use is commonplace along the corridor. In addition, there is a large above ground parking structure located in Tenleytown at Whole Foods and at Friendship Heights above the bank and the Boeymonger. The

Friendship Heights Transportation Study found good parking utilization at garages with an entrance on or near Wisconsin Avenue and near office buildings. Generally speaking, daily users such as office workers and residents can be persuaded to use parking garages if they are not cost prohibitive. It is more difficult to coax short-term users into parking garages, particularly if it is costly. Many of the parking structures in the shopping areas are not fully utilized, as people prefer to use on-street parking rather than pay for parking within a garage. The Middle Wisconsin sub-area of the corridor is a notable exception in the availability of parking. Here, many of the buildings were constructed prior to modern day parking requirements; therefore, there is no on-site parking provided. The map on the preceding page shows parking locations for surface and garage facilities.

Public Realm, Pedestrian Environment and Building Placement

The public realm and pedestrian environment - the space between buildings, such as streets and sidewalks - varies throughout the area. On one hand, there are individual areas along the corridor that have been upgraded and are functioning well. For instance, at 4000 Wisconsin Avenue, streetscape improvements were implemented to complement the plaza areas, which are being used by outdoors cafés. The streetscape in front of Fannie Mae is well maintained. There are upgraded streetscape projects in the Friendship Heights area. Much of the streetscape in Friendship Heights is newly constructed and in good condition, particularly adjacent to the larger development sites. However, there is no coordination or consistency among the design elements. There are different paving materials, plantings, street furnishings, banner styles and layouts.

On the other hand, in the older parts of the Friendship Heights, the conditions are worse. Many sidewalks are in disrepair; materials, paving and sidewalk widths vary; and street furnishings are sporadic. Consequently, Friendship Heights does not benefit from the appearance of a cohesive shopping district. Similar streetscape conditions are found in the center of Tenleytown.

The pedestrian circulation along Wisconsin Avenue is hampered by conflicts with vehicular crossings. The excessive number of curb cuts is particularly problematic. Pedestrians must compete with cars for sidewalk space. Nearly all of the blocks along Wisconsin Avenue are interrupted by multiple curb cuts, which interrupts the pedestrian flow and gives undue importance to cars. Pedestrian crosswalks are also problematic because they often are poorly marked, inhospitable and too wide. River Road, for example, crosses Wisconsin at a diagonal. The



crosswalk is long and feels unsafe to the pedestrian. The accompanying diagram highlights all of the curb cuts and other difficult crossings along the corridor.

While the conditions of the public realm will not make or break the retail vitality of the shopping areas, the overall appearance does have an effect on the success of retail districts. Good streetscape design can help tie together a linear corridor such as Upper Wisconsin Avenue or define individual sub-areas within the corridor. Pennsylvania Avenue NW is a good example. It has an individualized design treatment that links the Avenue together as a district to reflect the Avenue's role as the link between the Capitol and the White House. Similar methods are currently being employed in Georgetown where new streetscape improvements enliven the pedestrian character and showcase Georgetown as a destination.

Building Placement

The placement and size of buildings help to define a place's urban form and identity. The character is defined by how buildings address the street and what relationship they have to one another. The most successful retail portions of the corridor have a consistent building line - that is, buildings are constructed consistently to the lot line and at the same elevation. This provides the best visibility for all the storefronts and the best pedestrian experience. In residential areas, landscape areas may be incorporated into the public realm. However, a consistent building line is still desirable to maintain a sense of order and a good definition of the public space. The addition of landscaping helps to soften the environment and provide privacy that is desired in residential applications.

Greenspace and Parks

Parks and greenspaces contribute a great deal to our environment. They soften the urban form, providing contrast to more intensive urban uses. Wisconsin Avenue has several greenspaces in a variety of forms, including two large greenspaces located directly on the corridor: Tenley Circle and the lawn in front of Fannie Mae.

The greenspace surrounding Tenley Circle has a feeling of openness; however, the space is not well defined, interrupted by roads and consequently, not well used. The National Park Service owns the property and currently has an agreement with American University to maintain the space. The front lawn at Fannie Mae's headquarters is a large greenspace, but is not accessible to the public for active recreational use. However, the lawn area is distinctive, in that it sets the

tone for the area South of Tenleytown. The greenspace defines an institutional character along the corridor that is repeated farther south by the National Cathedral and surrounding schools and residential areas. Just north of Fannie Mae, the character of the green lawn is repeated in a more modest way on several smaller development sites such as the Broadcast House and U.S. Post Office. The greenspace in front of these buildings gives the area a softer feel than the more urban character of Friendship Heights.

There are no large green spaces on Wisconsin Avenue north of Tenley Circle that define the public realm; street trees and small triangular parks are the only elements that add softness to the environment. There are three triangular parks on the Corridor; at Fessenden, Ellicott and Veazey Streets, that are maintained by the District's Department of Parks and Recreation (DPR). They are leftover chunks of land





that were created when the diagonal streets were built. As a result, the parks are surrounded by roads, small in scale, not well maintained and somewhat overwhelmed by the traffic on Wisconsin Avenue. All in all, the park spaces are not well utilized. Improvements to the parks, such as new plantings and outdoor furniture, along with better maintenance, would provide the community with some welcome passive recreational space.

Adjacent to the Corridor there are several large open spaces, which are enjoyed by the surrounding neighborhood. This includes two major park resources: Fort Reno Park which combines passive and some active recreational opportunities; and, Glover Archbold Park with trail links to the C&O Canal. In addition, there are several other open spaces surrounding the neighborhood schools, which are used by the community.

Historic Characteristics

From an historic point of view, Upper Wisconsin Avenue is a typical example of a rural crossroads settlement gradually absorbed into a metropolitan context. Very few features result from conscious imposition of a designed urban form, and the corridor lacks architectural coherence as a whole. Many older buildings have been replaced by relatively recent construction and there are few buildings that would qualify as historic landmarks. In addition to three designated historic buildings, and perhaps a half dozen eligible for designation, there are also several clusters of older buildings that provide a sense of place and historic continuity and merit consideration in redevelopment of the corridor. In the adjacent neighborhoods outside the study boundaries, there is greater architectural coherence and historic character, and some potential for historic district designation.

Existing and Potential Historic Resources

As in any urban context, the relationship of buildings to the road network and open space is a defining historic characteristic. Although the road network of Upper Wisconsin Avenue is not a recognized historic asset like the city's L'Enfant Plan, it is the key element to understanding the area's historical development. Important features of the historic circulation system include the oldest routes (Wisconsin Avenue, River Road, Belt Road and Grant Road), later urban design features (Tenley Circle and Fort Circle Drive) and the general pattern of gridded residential streets. The small public reservations created by the intersection of angled and grid streets - most notably, the triangular park between Ellicott and Fessenden - are characteristic of Washington. They provide opportunities for public amenities that would create a sense of continuity with the city as a whole.

The Grant Road Historic District, with thirteen 19th- and early 20th-century properties on or adjacent to the upper Wisconsin corridor, was recently listed on the DC Inventory. Extant older buildings in the corridor reflect each phase of the area's history and the most significant structures from each period should be considered for preservation. The "Rest" at 3434 39th Street has been part of the DC Inventory since 1964. An important mid-19th century site is the Dumblane estate at 4340 Nebraska Avenue.

Tenleytown also contains several important buildings that were built in the early 20th century, including:

- The 1928 Bon Secours Convent at 4101 Yuma Street (listed on the DC Inventory of Historic Sites),
- The DC Firehouse at 4300 Wisconsin Avenue (listed on the DC Inventory of Historic Sites),

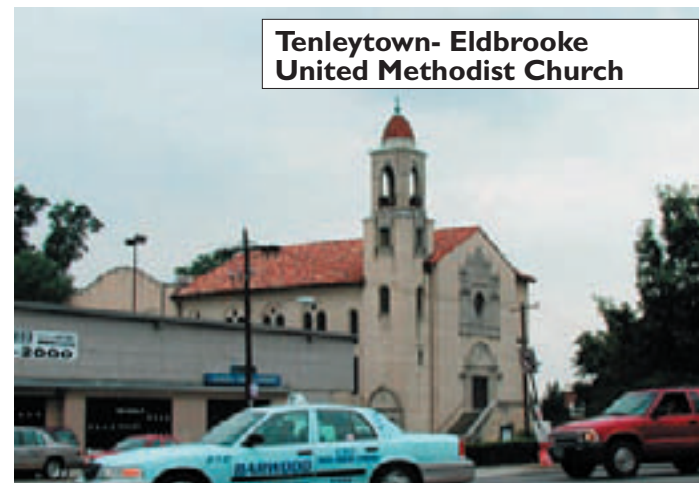


Middle Wisconsin

- The former Immaculata High School located at the intersection of Wisconsin and Nebraska Avenues and now part of the campus of American University,
- The Masonic Lodge at 4441 Wisconsin Avenue,
- Eldbrooke Church at 4100 River Road and its adjacent cemetery at Murdock Mill Road, and
- St. Columba's Church at 4201 Albemarle Street.

In addition, several early commercial buildings are clustered at the intersection of 41st Street, Belt Road and Wisconsin Avenue. Other early 20th century buildings reflect the development of suburban neighborhoods next to Tenleytown. These include the apartment houses and shops on the east side of Wisconsin below Tenley Circle and the shops between Ellicott and Fessenden Streets. Notable mid-century buildings include:

- The former Sears Department Store at 4500 Wisconsin Avenue (listed on DC Inventory of Historic Sites and National Register of Historic Places),
- The Western Union Telegraph Company Tenley Site at 4623 41st Street, (nominated for the DC Inventory of Historic Sites and determined eligible for the National Register of Historic Places),
- St. Ann's Roman Catholic Church at 4400 Wisconsin Avenue,
- The Western Bus Garage at 5230 Wisconsin Avenue, and



Tenleytown- Eldbrooke United Methodist Church

- The art deco-style C & P Telephone Exchange (Verizon) Building at 4268 Wisconsin Avenue.

Examples of buildings from the “recent past” that warrant historical and architectural assessments include the Fannie Mae headquarters at 3900 Wisconsin Avenue, the banks at Warren Street and Garrison Street, the former Pepco storefront in the 5200 block of Wisconsin, several office buildings along Wisconsin Avenue and the Lord & Taylor department store at 5255 Western Avenue.

Recommendations of Tenleytown Historical Resources Survey

In 2003, the Tenleytown Historical Society completed an historic survey of the Tenleytown area. The following is a summary of the main areas recommended in the survey for possible future preservation action. The full survey is available for review at the D.C. Historic Preservation Office.

1) Addition of Small Historic Districts within the Tenleytown survey area: Areas which appear to meet the criteria for individual historic districts and merit further study:

- Armesleigh Park;
- Fort Reno; and
- Mount Airy

2) Nominate Individual Sites: Individual sites, not currently designated, which may meet the criteria



Fort Reno

for designation of both a DC historic landmark and National Register listing include:

- Buchanan Estate (Square 1727)
- C & P Telephone Exchange (Verizon) Building (Square 1786)
- Dunblane (Square 1727)
- Dunblane (Square 1728)
- Eldbrooke United Methodist Church (Square 1730)
- Immaculata Seminary (Square 1730)
- Jesse Reno School (Square 1759)
- Masonic Lodge (Square 1778)
- The Methodist Cemetery (Square 1730)
- St. Ann's Church, Rectory and School (Square 1774)
- St. Columba's Church (Square 1677)
- Schools: Bernard T. Janney Elementary (Square 1729), Alice Deal Junior High School (Square 1759), and Woodrow Wilson Senior High School (Square 1772)
- Washington City Orphan Asylum (Square 1724)
- Western Union Telegraph Building (Square 1769)
- Homes on the 4800 Block of Nebraska Avenue
- Homes on the 4100 Block of Chesapeake
- Homes at 4117-21 Brandywine
- Homes at 4116-4120 41st Street

- Homes along the 4100 Block of Emery Place

3) Additional Resources to Consider:

- Thielkeld Property Boundary Marker (Square 1738)
- Highest Elevation in Washington, D.C. (Fort Reno Reservation, at 429 feet above sea level)

Market Potential for the Area

To adequately understand the growth that is likely to occur along Upper Wisconsin Avenue, a market study was conducted to fully gauge the market potential. A detailed description of the market analysis findings can be found in Appendix C. The following is the estimated potential 10-year market demand for the project area (five-year market demand for retail):

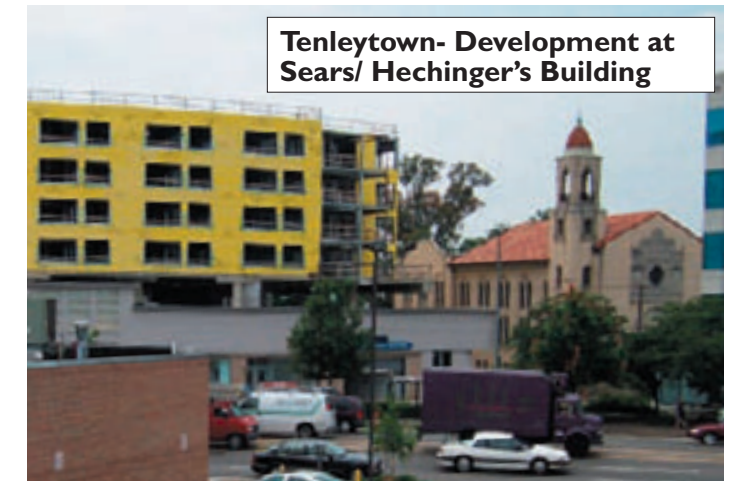
- 325,000 to 450,000 square feet of office space (primarily Class B space)
- 1,500 to 1,800 residential units:
 - Approximately 1,000 units in Friendship Heights;
 - Between 100 and 200 units in Middle Wisconsin;
 - Between 200 and 400 units in Tenleytown; and
 - Approximately 200 units in South of Tenleytown
- 112,000 to 277,000 square feet of additional retail space:



Middle Wisconsin- Tenley Hill



Middle Wisconsin- Typical Retail at Tenley Hill



Tenleytown- Development at Sears/ Hechinger's Building

- 32,000 to 157,000 square feet in Friendship Heights; and
- 80,000 to 120,000 square feet in Tenleytown/ South of Tenleytown.

Based on an evaluation of census data, including population and economic indicators; an analysis of trend distribution and projections; interviews with local market strategists, real estate developers and site brokers; an overview of recent and ongoing development activity in the District and project area; as well as a preliminary assessment of land use availability, a summary of the market analysis findings that lead to these conclusions is provided below.

Office Market Analysis Summary

- Within the District's office submarkets, over 96 million square feet of office space is currently leased or available.
- Within the project area, the current office inventory equals approximately 3.2 million square feet with a 4% vacancy rate and rent rates between \$24.00 and \$35.00. Forty percent (40%) of this space is occupied by legal and medical offices.
- Lower than previous years, DC's office market is expected to reach approximately 1.4 million square feet of absorbed space for 2002.
- Because of the softening of DC's office market over the past 24 months, little Class B or lower space is being constructed in the District.

- The sublet market is also having an effect, as traditional Class B users, such as professional services, are "upgrading" to Class A subleases.
- The extent of new office construction in the CBD and East End is likely to make these two areas into "magnets" for the office market.
- Friendship Heights/Tenleytown is located within the Uptown submarket, which has demonstrated stable office demand over the past 12 months, with low vacancies in Class B and C space. Uptown's Class A vacancy rate is among the highest in the District.
- Between 2004 and 2012, the project area will support an additional 325,000 to 450,000 square feet of office space, primarily composed of Class B space.

Residential Market Analysis Summary

- For the past 36 months, DC's for-sale residential market has seen a boost that exceeds the significant growth experienced in other cities across the country.
- Within the District, 3,327 apartment units are under construction with another 1,484 units planned to deliver in the next 36 months, primarily focused in the Downtown and East End areas.
- The vacancy rate in 2002 for apartment units was 4% with more high-rise apartment buildings offering concessions to attract new renters.

- Analysts warn that the DC multi-family market is approaching "build out" and new construction may be stalled for the next three to five years.
- Within Tenleytown and Friendship Heights, the 2002 average home price was \$517,000.
- Few multi-family residential options currently exist within the project area, unlike nearby Glover Park or Cleveland Park.
- There are very few multi-family residential buildings within the project area. With the strength of the single-family residential market right outside of the project boundary, there are signs of pent-up, unmet demand for multi-family residential in the project area, especially in close proximity to the MetroRail stations.
- Demand for multi-family housing in the project area is expected to total 1,500 to 1,800 units during the next ten years.
- This demand is distributed as approximately 1,000 residential units in Friendship Heights; between 100 and 200 residential units in Middle Wisconsin; between 200 and 400 residential units in Tenleytown; approximately 200 units of residential in South of Tenleytown.

Retail Market Analysis Summary

- Currently, the District hosts 6,373,653 square feet of existing, rentable retail space. Of this amount, 529,013 or 8.3% is vacant.

- Within the District, the average retail square footage per person is 11.14, far below the urban industry standard of 22 square feet per person.
- Within the project area, there is currently 800,000 square feet of retail in Friendship Heights, 120,000 square feet of retail in Tenleytown, and 130,000 square feet along Wisconsin Avenue between these two areas.
- Each of these three areas has a unique retail trade area.
- The total retail market for Friendship Heights over the next five years is anticipated to result in a demand for between 32,000 and 157,000 square feet in excess of what currently exists or is currently planned.
- The total retail market for Tenleytown over the next five years is anticipated to result in a demand for between 80,000 and 120,000 square feet in excess of what currently exists or is currently planned.
- The total retail market for "Middle Wisconsin Avenue" over the next five years is anticipated to result in a demand for between 93,000 and 115,000 square feet. As this area currently hosts 130,000 square feet, it is expected that this area will undergo market correction.

Summary of Issues and Opportunities
Issues

Land Use and Zoning

- The exact boundaries of the Housing Opportunity Areas are not defined by the Comprehensive Plan.
- The absence of a clear boundary places many stable neighborhoods in a vulnerable position.
- Ward 3 lacks affordable housing opportunities, especially near MetroRail stations, and diversity in the housing mix, especially for the elderly and for fixed-, low- and moderate-income households.
- Growth is a controversial issue in the community. Some residents believe that growth, particularly around a MetroRail Station, makes sense and can be sufficiently accommodated. Other residents prefer little or no growth because of their perception of possible impacts on surrounding neighborhoods. Others want growth but only that which can occur within existing zoning regulations.
- There is skepticism about whether public amenities will justify proposed planned unit developments (PUDs), although citizens seem generally pleased with Tenley Hill, the most recent PUD project in the area.
- Suburban style retailers (e.g., auto dealerships, drive-in food and convenience establishments) add little to the vitality of street life.
- Tenleytown lacks a good variety of retail uses and needs revitalization.
- Many residents have expressed concern about proposed new development along Wisconsin Avenue, in particular, Marten's Volvo property, Babe's Billiards and the WMATA bus garage site.
- Retail does not address the street well north of Tenleytown because of the change in topography.

Transportation

- While the concurrent Friendship Heights transportation study, conducted by DDOT, is indicative about the remainder of the corridor, a detailed study of the entire corridor was not undertaken, but is planned.
- It is more difficult to coax short-term users into parking garages, particularly if they are costly. Many parking structures in the shopping areas are underutilized, as people perceive on-street parking as more convenient, and cheaper than off-street parking.
- Parking is not readily available for small retailers in Middle Wisconsin Avenue area because of the age of most of the buildings.

Public Realm, Pedestrian Environment and Building Placement

- There is no coordination among the design elements in Friendship Heights or Tenleytown to unify the retail districts and create a sense of place.
- Streetscape is in poor condition on many parts of the corridor.
- There are excessive numbers of curb cuts along the corridor that interrupt the pedestrian flow.
- Crosswalks at road intersections are often poorly marked, inhospitable and too wide.
- Several locations along Wisconsin Avenue have inconsistent building frontage, which poorly defines the street edge.

Greenspace and Parks

- The park space surrounding Tenley Circle is not well defined, interrupted by roads and not well used.
- There are few attractive and usable open spaces along most of Upper Wisconsin Avenue.
- Triangular parks along Wisconsin Avenue are small, surrounded by roads, isolated by the traffic and in need of improvements.

Historic Characteristics

- There are few buildings that would qualify as historic landmarks, but there are several older buildings and clusters of older buildings that provide a sense of place and historic continuity, and merit consideration in redevelopment of the corridor.
- Views from Fort Reno have historic relevance.

Opportunities
Market Potential

Wisconsin Avenue is likely to experience growth over the next five to ten years.

- According to the market study, there is a market potential for the following development, over and above the existing inventory:
 - 325,000 to 450,000 square feet of office space, primarily Class B space.
 - Between 1,500 and 1,800 residential units: 1,000 units in Friendship Heights; between 100 and 200 units in Middle Wisconsin; between 200 and 400 units in Tenleytown; and approximately 200 units in South of Tenleytown.
 - Between 112,000 to 277,000 square feet of retail space: 32,000 to 157,000 square feet in Friendship Heights; and between 80,000 to 120,000 square feet of additional retail in Tenleytown.
- There are several underdeveloped parcels along the corridor that are in close proximity to a MetroRail station.
- There is a significant buying power surrounding the Upper Wisconsin Avenue corridor.